

Data gathered for this project by:

codecademy

Warby Parker

Analyze Data with SQL

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1. Which questions have a lower completion rate? What do you think the reason is?
2. What are some actionable insights for Warby Parker?

1. Which questions of the quiz have a lower completion rate?

1.1 Finding Responses

Question	Number of responses
1. What are you looking for?	500
2. What's your fit?	475
3. Which shapes do you like?	380
4. Which colors do you like?	361
5. When was your last eye exam?	270

Question 5 has a significant drop off in responses from the other questions. This could be from:

- Sensitive information
- No up-to-date eye exam

```
-- Finding number of responses for each question
```

```
SELECT
    question,
    COUNT(DISTINCT user_id)
FROM survey
GROUP BY question;
```

2. Actionable Insights

2.2 Home Try-On: Three vs Five

Number of pairs	Total Users	Total Purchases	Purchase Rate
3 Pairs	379	201	53.03%
5 Pairs	371	294	79.05%

Users ordering 5 pairs are 49.53% more likely to purchase glasses!

```
WITH home_try_on_data AS (  
  SELECT  
    user_id,  
    number_of_pairs  
  FROM home_try_on  
  WHERE number_of_pairs IN ('3 pairs', '5 pairs')  
) ,  
purchase_data AS (  
  SELECT  
    h.user_id,  
    h.number_of_pairs,  
    CASE  
      WHEN p.user_id IS NOT NULL THEN 1  
      ELSE 0  
    END AS made_purchase  
  FROM home_try_on_data h  
  LEFT JOIN purchase p  
    ON h.user_id = p.user_id  
)  
SELECT  
  number_of_pairs,  
  COUNT(*) AS total_users,  
  SUM(made_purchase) AS total_purchases,  
  ROUND(SUM(made_purchase) * 1.0 / COUNT(*) * 100,  
2) AS purchase_rate  
FROM purchase_data  
GROUP BY number_of_pairs;
```